

ABSTRACT OF THE DISCLOSURE

The present invention is a unique system and method for registering potential members for an incentive awards-based system and method that provides generic miles for a variety of behaviors that are redeemable for tickets for world-wide travel on any airline. The system determines whether the individual actively contacted the system. If the individual was identified without active participation by the individual, a passive registration process is used to proactively identify and contact the prospective member and entice him or her with generic miles incentive to register for the system. The prospective member then can accept the invitation to register without much effort on the part of the prospective member. If the individual actively contacted the system to register with the system, the active registration process is initiated to allow a prospective member to register with the system in order to receive generic miles incentives.